CLAIMS

1. An insert piece for a container holding a product which is to be heated or cooled, which insert piece defines a substantially elongate space which is intended to accommodate a heating or cooling means, the insert piece having a peripheral wall with a closed end and an open end, which open end is provided with an outwardly projecting rim for attaching to the container, the peripheral wall comprising different sections, characterized in that each section of the peripheral wall has a wall section of substantially constant diameter, and in that two adjacent sections are connected to one another by an annular transition which is substantially perpendicular to the wall sections.

2. The insert piece as claimed in claim 1, characterized in that the peripheral wall comprises two sections of different diameters.

3. The insert piece as claimed in claim 2, characterized in that the section which adjoins the closed end of the insert piece has a smaller diameter than the diameter of the section which adjoins the open end.

4. The insert piece as claimed in one of the preceding claims, characterized in that the insert piece is made from packaging steel.

5. The insert piece as claimed in claim 4, characterized in that the packaging steel is coated with plastic.

6. The insert piece as claimed in one of the preceding claims, characterized in that the insert piece is produced by deep-drawing.

7. A container for a product which is to be heated or cooled, provided with an insert piece as claimed in one of the preceding claims.

8. A process for forming an insert piece for a container for a product which is to be heated or cooled, which insert piece is used to accommodate a heating or cooling means, and which insert piece is of elongate form with a peripheral wall and an open end and a closed end, characterized in that the insert piece is produced by deep-drawing in at least two deep-drawing steps, in such a manner that the peripheral wall of the insert piece is composed of two sections of different diameters.